

## New Order

<b>Agency:</b>	Grassroots Media LLC
<b>Office:</b>	Bala Cynwyd
<b>Client:</b>	54 - McAuliffe / DGA Action
<b>Product:</b>	57 - POLITICAL
<b>Piggyback Product:</b>	
<b>Estimate:</b>	700 - McAuliffe / DGA Action Week #2

<b>Station:</b>	WJLA-TV
<b>Order Type:</b>	Normal
<b>Cancel Date:</b>	
<b>Received in ePort:</b>	10/19/2021 10:17:23 AM

**Flight Start:** 10/20/2021  
**Flight End:** 10/29/2021  
**Hiatus:**

<b>Airtime Dollars:</b>	\$139,800.00
<b>Interactive Dollars:</b>	\$0.00
<b>Non-Airtime Dollars:</b>	\$0.00
<b>Total Dollars:</b>	\$139,800.00
<b>Total Spots:</b>	84

Primary Demo:	
Demo 2:	
Demo 3:	
GRP:	0.00
CPP:	\$0.00
GIMP:	0
CPM:	\$0.00
Comments:	Separation: 30

<b>Local/National:</b>	Local
<b>Rep Office:</b>	WJLA-TV
<b>AE:</b>	Mark Afshar - Manager
<b>Phone:</b>	
<b>OrderID:</b>	11059715
<b>Status:</b>	Forwarding in Progress

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT		C/T	Len											Total				
		Code	Rate			10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	Spots	Rtg	CPP	Imp	CPM
1	WThFMTu 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	C	30	2	2	2	0	0	1	1	1	1	1	11				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.																				
2	WThFMTu 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	2	2	2	0	0	1	1	1	1	1	11				
4Q21 (sell)																				
3	WThFMTu 11A-12P THE VIEW	DT	\$1,050.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.																				
4	WThFMTu 2P-3P GENERAL HOSPITAL	DT	\$525.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.																				
5	WThFMTu 7P-7:30P WHEEL OF FORTUNE	PA	\$1,800.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WHEEL-FORTNE Mo-Fr 7:00p-7:30p IN LPNov/2020LS ON WJLA.																				

# New Order (Page 2)

**Agency:** Grassroots Media LLC  
**Client:** 54 - McAuliffe / DGA Action

**Station:** WJLA-TV  
**Product:** 57 - POLITICAL

**Order ID:** 11059715  
**Estimate:** 700 - McAuliffe / DGA Action Week #2

**Flight Start:** 10/20/2021

**Flight End:** 10/29/2021

**Received in ePort:** 10/19/2021 10:17:23 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len											Total Spots				
						10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29		Rtg	CPP	Imp	CPM
6	WThFMTu 7:30P-8P JEOPARDY	PA	\$5,200.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF JEOPARDY Mo-Fr 7:30p-8:00p IN LPNov/2020LS ON WJLA.																				
7	WThFMTu 11P-11:30P ABC 7 NEWS @ 11P	LN	\$650.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.																				
8	WThFMTu 11:35P-12:35A JIMMY KIMMEL	LF	\$400.00	C	30	1	1	1	0	0	1	1	1	1	1	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.																				
9	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	C	30	0	0	0	0	0	1	0	0	0	0	1				
4Q21 (sell)																				
10	M 10P-11P THE GOOD DOCTOR	PT	\$1,500.00	C	30	0	0	0	0	0	1	0	0	0	0	1				
4Q21 (sell)																				
11	Tu 8P-10P BACHELOR IN PARADISE	PT	\$2,500.00	C	30	0	0	0	0	0	0	1	0	0	0	1				
LPSep/2019OVC - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Tue 9:30p-10:00p IN LPNov/2020LS ON WJLA.																				
12	W 8P-9P GOLDBERGS/ WONDER YEARS	PT	\$2,000.00	C	30	1	0	0	0	0	0	0	1	0	0	2				
4Q21 (sell)																				
13	W 10P-11P A MILLION LITTLE THINGS WED	PT	\$2,000.00	C	30	1	0	0	0	0	0	0	1	0	0	2				
4Q21 (sell)																				
14	Th 8P-9P STATION 19	PT	\$3,000.00	C	30	0	1	0	0	0	0	0	0	0	0	1				
4Q21 (sell)																				
15	Th 9P-10P GREY'S ANATOMY	PT	\$4,500.00	C	30	0	1	0	0	0	0	0	0	0	0	1				
4Q21 (sell)																				
16	F 8P-9P SHARK TANK	PT	\$2,500.00	C	30	0	0	1	0	0	0	0	0	0	0	1				

## New Order (Page 3)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len											Total Spots					
						10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29		Rtg	CPP	Imp	CPM	
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Wed 9:30p-10:00p IN LPNov/2020LS ON WJLA.																					
17	Sa 9A-10A GMA SAT 9-10A	WK	\$400.00	C	30	0	0	0	1	0	0	0	0	0	0	1					
4Q21 (sell)																					
18	Sa 3:30P-7:30P COLLEGE FOOTBALL 330P	WK	\$1,500.00	C	30	0	0	0	1	0	0	0	0	0	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-CFTBL-330P Sat 3:30p-7:00p IN LPPNov/2020LS ON WJLA.																					
19	Sa 11P-12A ABC7 NEWS @ 11P SAT/NEWS WEEKL	LN	\$250.00	C	30	0	0	0	1	0	0	0	0	0	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN LPNov/2020LS ON WJLA.																					
20	Su 8A-9A GMA-SUN	WK	\$450.00	C	30	0	0	0	0	1	0	0	0	0	0	1					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.																					
Total Spots:						12	12	11	3	1	10	9	10	8	8						
Cash\$ - Spots: \$139,800.00 - 84						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$139,800.00				Total GRP - CPP: 0.0 - \$0.00				Total GIMP(000) - CPM: 0 - \$0.00					